

COMMUNICATIVE SKILLS

Semester	Subject Code	Category	Lecture		Theory		Practical	Credit
			Hrs/Week	Hrs/Sem	Hrs/Week	Hrs/Sem		
V		SBS-III	02	30	01	15	15	02

COURSE OBJECTIVE

The course enables the student to understand the communication process, listening skills and acquire questioning and presentation skills.

COURSE OUTCOMES

On successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level (K1-K4)
CO1	Describe the communication process	K1
CO2	Discuss about active listening skills and non-verbal communication	K2
CO3	Discover giving constructive feedback	K3
CO4	Illustrate appropriate questioning techniques	K3
CO5	Apply the presentation skills to deal with presentation	K3

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	M	M	M
CO2	S	S	S	S	M	M
CO3	S	S	S	S	S	S

CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	S

S- Strong

M-Medium

L-Low

UNIT 1 The Communicative Process

6 hrs

Sending the Message- The Channel- Receiving the Message- Misinterpretations and Unintended Messages, Feedback; Self –Monitoring, Context and Noise; Psychological, Stereotyping, Semantics.

UNIT II Active Listening Skills And Non-Verbal Communication 6 hrs

Listening Skills, Barriers to Listening, Listening Behaviours, Active Listening Skills, Non-Verbal Communication Skills, Culture and Non-Verbal Messages, Forms of Non-Verbal Communication: Facial Expressions and Eye Gaze, Posture and Gestures, Voice, Personal Space and Distance, Personal Appearance.

UNIT III Giving Constructive Feedback

6 hrs

Difficulty in Providing Honest Feedback, Feedback Skills: Being Specific, Offering a Solution, Delivering the Feedback Fact to Face, Being Sensitive, Being Problem Oriented and not People Oriented, Being descriptive and not Evaluative, Owning rather than Disowning and Checking, Structure of Feedback.

UNIT IV Questioning Skills

6 hrs

Questioning Techniques-Types of Questions: Probing/Clarifying Questions- Reflective Questions-Direct Questions and Hypothetical Questions.

UNIT V Presentation Skills

6 hrs

Presentation and Dealing with Fears of Presentation, Planning the Presentation: Setting Objective, Understanding the Audience, Knowing the Setting, Writing

Down the 'Central Theme' of the Talk, Writing the Outline, Developing Visual Aides, Preparing Delivery Notes and Delivering the Presentation

Practicum:

(Note: Minimum of any two practicum should be carried out)

- Meeting People
- Telephone exercise
- Watching films for learning from model conversation
- Build the team spirit for group development
- Group presentation and assignments
- Reinforce active listening
- Usage of technology to improve

Distribution of Marks: Theory 100% and Problems 0%

TEXT BOOKS:

S.No	Authors	Title	Publishers	Year of Publication
01	Hargie.O.Dickson.D,Tourish.D	Communicative Skills for effective management	Palgrave Macmillian, Hampshire	2004
02	Dixon.T.O'Hara .M	Communicative Skills	Routledge	2010

REFERENCE BOOKS:

S.No	Authors	Title	Publishers	Year of Publication
01	Randall A. Gordon, Daniel Druckman, Richard M. Rozelle, James C. Baxter	The Handbook of Communication Skills	Routledge	2006

02	Alder.R.B&Elm horst.J.M	Communicating at Work: Principles and Practices for Business and the Professions	McGraw Hill, Singapore	1999
----	----------------------------	---	---------------------------	------

WEB SOURCES:

- ❖ http://cw.routledge.com/textbooks/rial/data/9780415584838_sample.pdf
- ❖ <https://www.routledgehandbooks.com/doi/10.4324/9780203007037.ch3>
- ❖ <https://thebusinesscommunication.com/what-is-communication-process/>
- ❖ <https://www.indeed.com/career-advice/career-development/active-listening-skills>
- ❖ <https://www.verywellmind.com/types-of-nonverbal-communication-2795397>
- ❖ <https://shodhganga.inflibnet.ac.in/bitstream/10603/127534/7/chapter-6.pdf>
- ❖ <http://www.penacclaims.com/wp-content/uploads/2018/08/Archit-Dixit.pdf>
- ❖ https://www.mindtools.com/pages/article/newTMC_88.htm
- ❖ <https://www.businessballs.com/communication-skills/presentation-skills-and-techniques/>

TEACHING METHODOLOGIES:

- Discussion
- Games and activities
- Visual aids
- Assignment and Seminar

- Peer teaching.